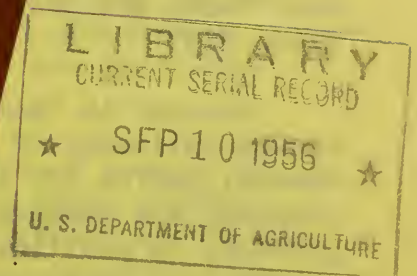


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Household Purchases of Butter, Fluid Whole Milk, and Fluid Skim Milk, June 1956



HPD - 28

August 1956

Agricultural Marketing Service

U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

PREFACE

This series of monthly reports is based on information obtained in a cooperative project financed by the United States Department of Agriculture and by the dairy industry through the American Dairy Association. The Department funds are provided under the Agricultural Marketing Act of 1946 (RMA, Title II).

Reports in this series covering the months April 1954 through March 1956 showed estimates of household purchases and related information for butter, cheese, nonfat dry milk solids, and margarine. Starting in April 1956 the coverage was changed to include data on fluid whole milk and fluid skim milk products in addition to butter. The reporting on cheese, nonfat dry milk solids, and margarine was discontinued at that time.

The basic data presented herein were collected by the Market Research Corporation of America from its National Consumer Panel and were tabulated by it, under contract with the Department. The data beginning April 1954 are based on reports from a sample of approximately 5,800 families. Additional data on butter only for the months April 1953-March 1954 are also available. The data prior to April 1954 were based on a sample of about 4,300 families and were statistically adjusted to the level reported from the 5,800-family sample.

The estimates include only purchases for consumption by household consumers and do not reflect volume purchased by hotels, restaurants, hospitals, or other institutions.

This report was prepared in the Market Development Branch of the Marketing Research Division, Agricultural Marketing Service.

HOUSEHOLD PURCHASES OF BUTTER, FLUID WHOLE MILK,
AND FLUID SKIM MILK, JUNE 1956

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data for a month are for a 4-week period (28 days) to permit comparisons of purchase volume between periods of equal length.

SUMMARY

Butter: United States householders bought over 59 million pounds of butter during June 1956--down 2 million pounds, or 3 percent, from purchases in June 1955. This was the first downturn in household purchases of butter from the same month a year earlier in the 27 months for which comparative data are available. However, butter purchases for household use this June were 6 percent above the June average for 1953-55 (fig. 1).

Consumers reporting in this survey paid an average price of 68.4 cents per pound for butter during June 1956 and 66.5 cents in June 1955. Butter prices to consumers were higher than a year earlier in the first 3 months of the current dairy marketing year which began in April. This was due mostly to the recent increase in the support level for manufacturing milk and butterfat.

The June 1956 data indicated that about 44 percent of all families bought butter, slightly less than in June 1955. In prior months as far back as October 1954 the percentage of families buying butter was reported above the same month a year earlier. The frequency of purchase per buying family during June 1956 was down while the average quantity per purchase was the same as a year earlier (table 1).

For the April-June 1956 period, household purchases of butter were about 1 percent higher than in the same period of 1955. In the periods April 1955-March 1956 and April 1954-March 1955, butter purchases for household use were 5 and 13 percent higher, respectively, than in the preceding dairy marketing year.

These purchases of butter per person in households during June 1956 were reported about 4 percent less than in June 1955. However, the June purchase rate--about 0.37 pounds per person--was well above the rate of 0.34 pounds during June 1953 and June 1954. Household purchases of butter per person as shown in this report exclude butter consumed on farms where produced, domestic donations from the various food distribution programs, and that used in institutions such as restaurants and hotels.

Compared with May 1956, most indicators of butter purchases in this report declined during June 1956, apparently the usual movement at this time of the year.

Fluid Milk: Householders bought 1,130 million quarts of fluid milk in the 28 day period of June 1956 compared with 1,090 million quarts 2 years earlier. This 4-percent gain in total purchases of fluid milk from 2 years ago was reflected in a 3-percent gain in household purchases of fluid whole milk and an 18-percent gain in household purchases of fluid skim milk. As a percent of the total, the volume of fluid whole milk purchases was 94 percent in June 1956, about one percentage point less than in June 1954 (table 2).

About 82 percent of all families purchased fluid milk, including whole and skim, during the 4-week period of June 1956. This figure was virtually unchanged from June 1954. ^{1/} Over 80 percent of all families bought fluid whole milk while 20 percent bought fluid skim products during June this year. These percentages reflect slight increases from June 1954 in the percentage of families buying both fluid whole milk and fluid skim milk products (table 5).

Household purchases of fluid milk per person in households totaled 6.96 quarts in June 1956 compared with 6.90 quarts in June 1954. This increase in the overall per capita rate of purchases of fluid products by householders was reflected in a 17 percent gain for fluid skim products while fluid whole milk purchases per person were reported about unchanged.

Purchases of total fluid milk and fluid whole milk per person in households declined during June 1956 from the preceding month while the rate for fluid skim milk was unchanged. This was the same pattern observed between May and June 1954 (table 6).

Fluid Whole Milk: Purchases of fluid whole milk by householders during June 1956 (1,064 million quarts) slightly exceeded that of June 1954 (1,034 million quarts). For the 3 months ending June 30, 1956, total purchases of fluid whole milk by householders were 3 percent greater than during April-June 1954.

The most noticeable shift in household purchases for fluid whole milk from June 1954 to June 1956 was the over 60 percent increase in the amount purchased in half-gallon containers. Householders also reported an increase of 17 percent in the amount of milk purchased in gallon size containers but a drop of 14 percent in the amount bought in quart containers (fig. 3).

The fluid whole milk purchased in June 1956 sales were divided as follows: gallons, 6.7 percent; half-gallons, 30.9 percent; and quarts, 62.4 percent. These percentage figures for June 1956 reflect a larger share of milk purchased in gallon and half-gallon containers and a smaller share in quart containers than in 1954 (table 3).

The average price paid per quart for all purchases of fluid whole milk by consumers in this survey was 22.4 cents in June 1956 compared with 21.6

^{1/} Slightly over 10 percent of all families reporting in this survey live on farms and many of these families have farm-produced milk available for their use.

cents in June 1954. Householders reported a larger price increase from 1954 to 1956 for fluid whole milk sold in half-gallon and gallon containers than for milk in quart containers. The average price reported in June 1956 for fluid whole milk by container size was: 18.2 cents per quart purchased in gallons; 21.3 cents per quart by the half-gallon; 23.3 cents per quart bought singly.

The quantity of whole milk purchased moved downward from May to June 1956. This was similar to the movement observed between the same months in 1954. Price movements from May to June 1956 were mixed, with single quart prices holding steady, half-gallon prices moving up, and gallon prices moving down. In contrast, the price movement between May and June 1954 was somewhat different, with only the average price paid for milk in gallons showing the same change as in 1956.

Fluid Skim Milk: Total purchases of fluid skim products by householders during June 1956, at 66 million quarts, were up 18 percent from June 2 years ago. For the April-June 1956 period, these purchases have been reported 23 percent greater than in the comparable period of 1954.

The amount of fluid skim milk purchased by householders in half-gallon containers more than doubled in June 1956 compared with June 1954. The amount purchased by householders in quart containers was up slightly, while for the gallon container, purchases were up substantially from 2 years earlier (table 4).

During June 1956, household purchases of fluid skim items in quart containers made up 77 percent of total purchases, half-gallons over 19 percent, gallons about 4 percent, and other size containers fractional amounts.

Consumers in this survey reported paying more for fluid skim products in June 1956 than in June 1954. Prices increased 1 percent for fluid skim products sold in gallon containers, 5 percent in half-gallons, and about 2 percent in quart containers.

The overall average price for all fluid skim items purchased during June 1956 was 18.5 cents per quart. The price per quart averaged 10.5 cents in gallons; 16.5 cents in half-gallons; and 19.3 cents in quart containers.

Except for purchases in gallon containers household skim-milk purchases declined from May to June 1956 resulting in an overall drop. This was in contrast to the movement between May and June 1954. Prices for fluid skim items bought in quart and half-gallon containers were steady from May to June this year while gallon prices declined about 1 cent a quart. Between May and June 1954, prices changed very little. For fluid skim products, the composition of the total sales volume can affect the average monthly price to a marked degree. That is, any marked change between the current period and 1954 in the volume of plain skim, buttermilk, or flavored drinks bought by householders would exert more influence on the average price for fluid skim items than would be true for fluid whole milk purchases.

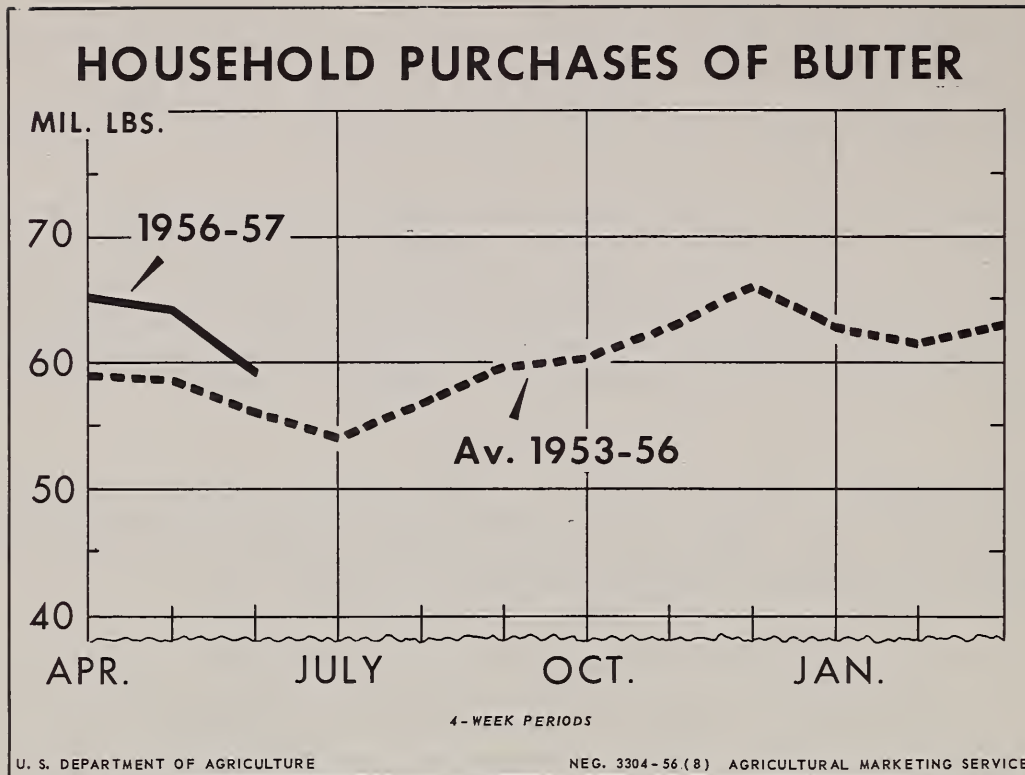


Figure 1

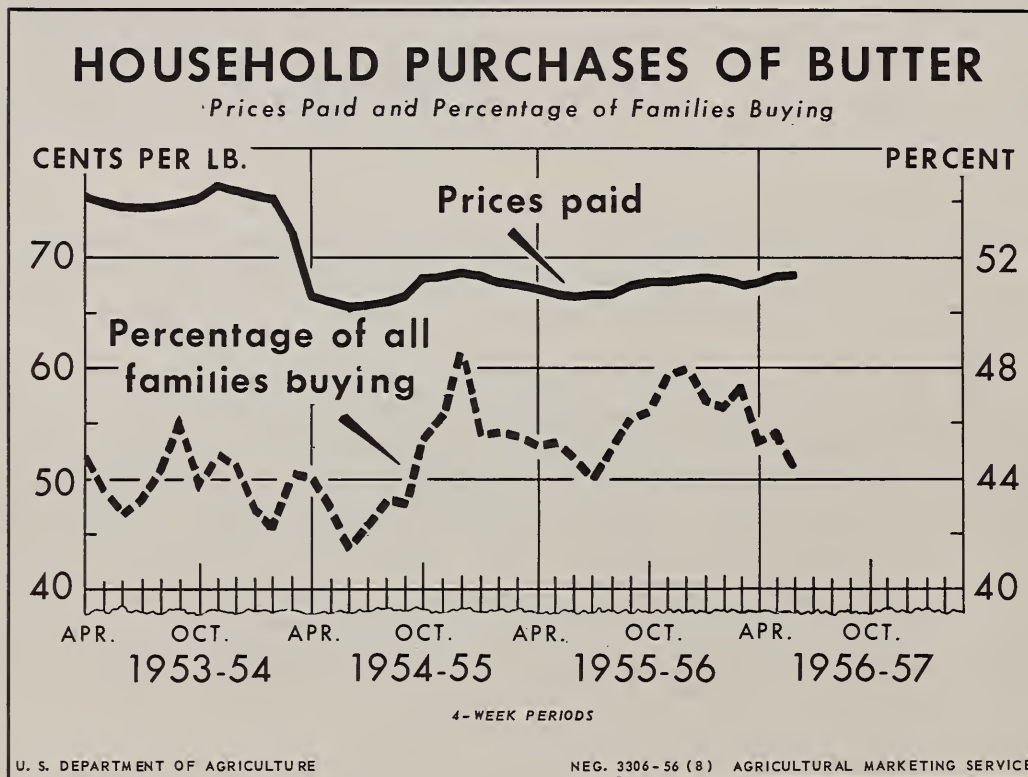


Figure 2

Table 1.--Butter: Household purchases and average price per pound, U. S., 4-week periods

Period	Quantity purchased							
	Total				Per 1,000 population			
	1956-57	1955-56	1954-55	1953-54	1956-57	1955-56	1954-55	1953-54
	Million pounds	Million pounds	Million pounds	Million pounds	Pounds	Pounds	Pounds	Pounds
April.....	65.1	62.7	58.0	56.2	401	388	367	369
May.....	64.2	62.2	58.5	54.7	396	385	371	359
June.....	59.3	61.3	54.5	51.9	366	380	345	340
July.....		57.0	54.2	50.9		356	341	332
August.....		58.7	57.9	53.3		366	364	348
September.....		63.1	60.4	55.1		394	379	360
October.....		66.0	63.2	51.0		409	394	331
November.....		68.0	65.7	54.4		422	410	353
December.....		72.4	69.2	55.5		449	432	361
January.....		66.2	65.3	56.6		411	407	367
February.....		67.2	63.8	53.4		417	398	346
March.....		68.3	64.0	56.3		423	399	365
	Percentage of all families buying				Average price paid per pound			
	1956-57	1955-56	1954-55	1953-54	1956-57	1955-56	1954-55	1953-54
	Percent	Percent	Percent	Percent	Cents	Cents	Cents	Cents
April.....	45.3	45.1	44.0	44.7	67.7	67.2	66.6	75.4
May.....	45.6	45.2	42.8	43.5	68.4	66.7	66.0	75.0
June.....	44.4	44.6	41.4	42.7	68.4	66.5	65.7	74.5
July.....		44.0	42.2	43.3		66.7	65.8	74.5
August.....		45.1	43.3	44.2		66.7	66.0	74.7
September.....		46.1	43.1	45.9		67.4	66.4	74.9
October.....		46.3	45.4	43.7		67.7	68.1	75.3
November.....		47.6	46.2	44.8		67.6	68.2	76.6
December.....		49.0	48.5	44.4		67.8	68.6	76.0
January.....		46.9	45.5	42.8		68.0	68.2	75.6
February.....		46.5	45.6	42.2		67.8	67.7	75.2
March.....		47.2	45.4	44.1		67.5	67.6	72.2

(Continued)

Table 1.--Butter: Household purchases and average price per pound, U. S., 4-week periods (continued)

Period	Per buying family							
	Purchases				Quantity per purchase			
	1956-57	1955-56	1954-55	1953-54	1956-57	1955-56	1954-55	1953-54
	Number	Number	Number	Number	Pounds	Pounds	Pounds	Pounds
April.....:	2.66	2.64	2.74	2.71	1.11	1.09	1.09	1.06
May.....:	2.63	2.60	2.80	2.75	1.10	1.10	1.10	1.04
June.....:	2.51	2.60	2.72	2.64	1.09	1.09	1.09	1.04
July.....:		2.45	2.65	2.58		1.09	1.09	1.04
August.....:		2.50	2.81	2.67		1.08	1.08	1.03
September.....:		2.58	2.86	2.69		1.09	1.09	1.03
October.....:		2.68	2.84	2.59		1.10	1.09	1.02
November.....:		2.66	2.88	2.65		1.11	1.09	1.04
December.....:		2.70	2.66	2.68		1.13	1.11	1.05
January.....:		2.65	2.73	2.90		1.10	1.09	1.04
February.....:		2.70	2.65	2.73		1.10	1.10	1.04
March.....:		2.68	2.67	2.75		1.11	1.09	1.04

Table 2.--Fluid whole milk and fluid skim milk: Total household purchases and average price paid per quart, U. S., 4-week periods

Period	Quantity purchased			
	Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts
April.....	1,086	1,046	68.2	54.7
May.....	1,093	1,064	67.3	53.6
June.....	1,064	1,034	65.9	55.7
July.....		1,003		55.3
August.....		1,021		59.2
September.....		1,082		61.7
October.....		1,112		58.7
November.....		1,117		55.0
December.....		1,119		53.0
January.....		1,125		54.6
February.....		1,121		58.7
March.....		1,116		61.6
	Average price paid per quart equivalent			
	Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents
April.....	22.2	21.9	18.5	18.8
May.....	22.3	21.6	18.6	18.5
June.....	22.4	21.6	18.5	18.4
July.....		21.8		18.6
August.....		22.0		18.7
September.....		22.2		19.2
October.....		22.3		19.0
November.....		22.4		18.9
December.....		22.4		18.8
January.....		22.3		18.8
February.....		22.3		18.6
March.....		22.1		18.5

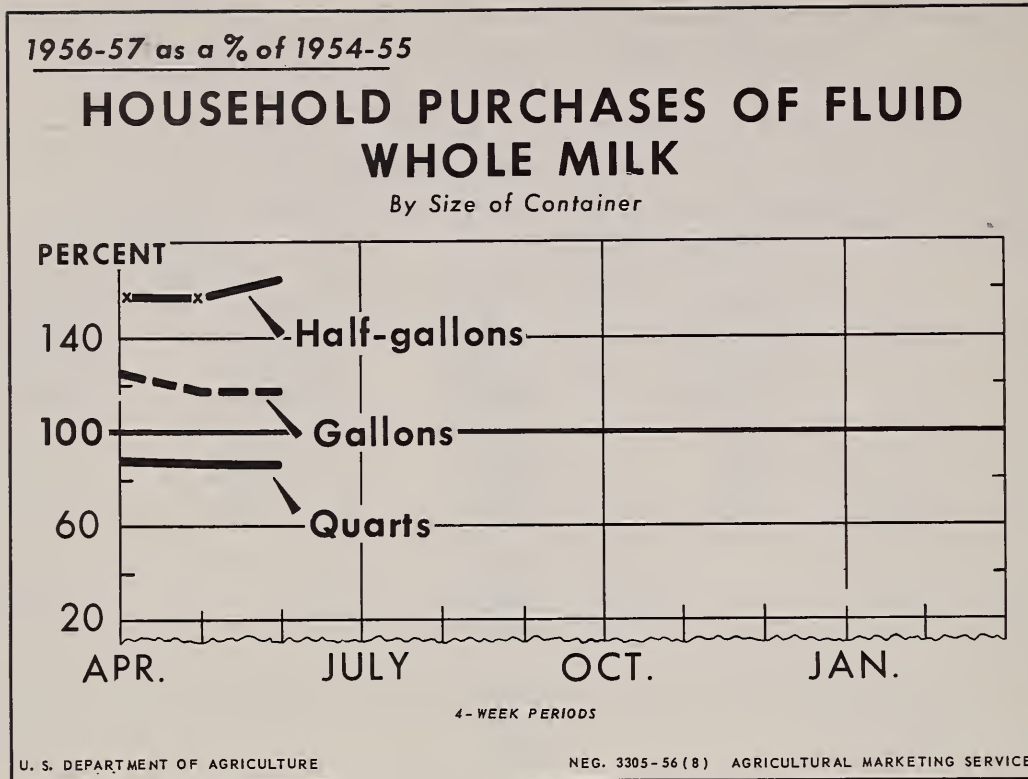


Figure 3

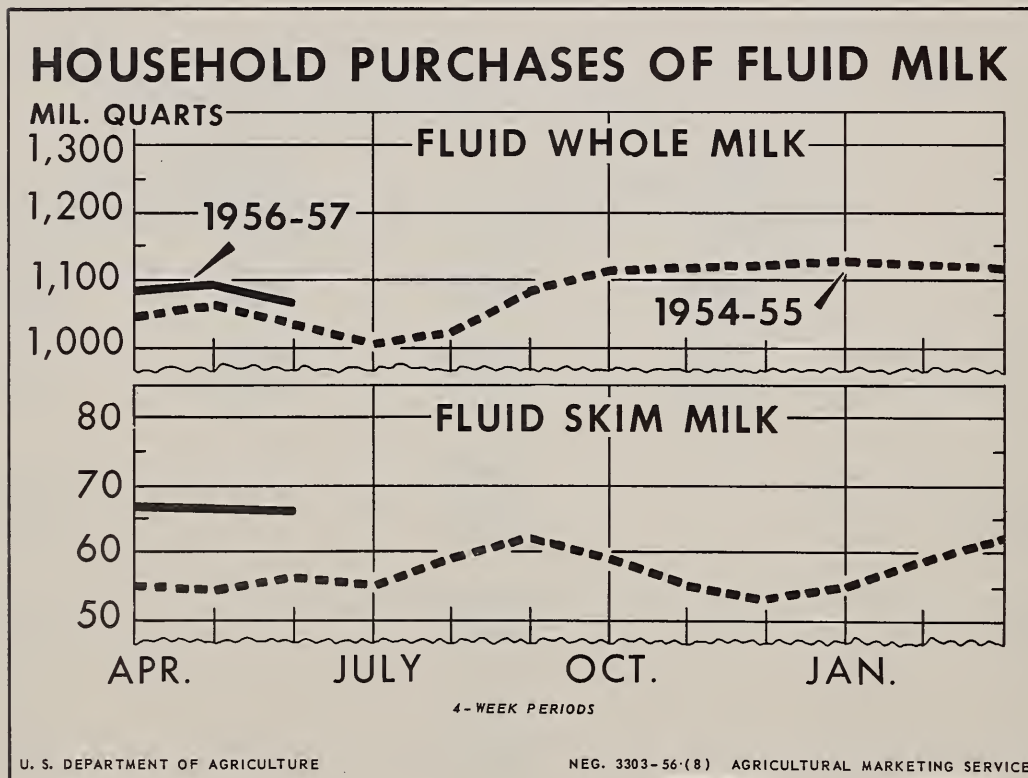


Figure 4

Table 3.--Fluid whole milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased							
	Quart		Half-gallon		Gallon		Other	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	691	787	321	202	72.4	57.3	1.5	0.4
May.....	690	793	330	208	72.4	62.1	0.7	0.5
June.....	663	772	329	200	71.2	60.7	0.5	0.3
July.....		745		204		53.7		0.3
August.....		759		208		54.0		0.6
September.....		801		219		61.3		0.6
October.....		816		230		66.2		0.7
November.....		811		242		62.3		0.9
December.....		805		247		66.3		1.0
January.....		800		254		69.2		0.9
February.....		790		256		74.4		0.9
March.....		783		260		70.9		1.2
Average price paid per quart equivalent								
	Quart		Half-gallon		Gallon		Other	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	23.2	22.7	20.9	20.4	18.1	17.5	<u>1/</u>	<u>1/</u>
May.....	23.3	22.4	21.2	19.9	18.5	17.0	<u>1/</u>	<u>1/</u>
June.....	23.3	22.5	21.3	19.5	18.2	16.6	<u>1/</u>	<u>1/</u>
July.....		22.7		19.7		16.8		<u>1/</u>
August.....		22.8		20.1		17.2		<u>1/</u>
September.....		23.1		20.4		17.2		<u>1/</u>
October.....		23.2		20.6		17.6		<u>1/</u>
November.....		23.2		20.7		17.8		<u>1/</u>
December.....		23.3		20.5		18.2		<u>1/</u>
January.....		23.2		20.5		17.9		<u>1/</u>
February.....		23.3		20.5		17.9		<u>1/</u>
March.....		23.1		20.3		17.7		<u>1/</u>

1/ Not available.

Table 4.--Fluid skim milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased							
	Quart		Half-gallon		Gallon		Other	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	53.4	47.9	11.9	4.0	2.7	2.7	0.2	0.1
May.....	51.9	47.2	13.0	3.8	2.3	2.4	.1	.2
June.....	50.7	48.7	12.7	5.4	2.4	1.5	.1	.1
July.....		48.5		4.4		2.3		.1
August.....		50.6		5.5		3.0		.1
September.....		53.3		5.4		2.8		.2
October.....		51.4		4.8		2.2		.3
November.....		48.9		4.4		1.7		.1
December.....		46.4		4.7		1.7		.2
January.....		46.0		6.5		2.0		.1
February.....		50.2		6.4		1.9		.2
March.....		52.4		7.3		1.7		.2
Average price paid per quart equivalent								
	Quart		Half-gallon		Gallon		Other	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	19.2	19.4	16.5	15.7	11.3	11.9	1/	1/
May.....	19.3	19.0	16.6	15.7	11.6	10.3	1/	1/
June.....	19.3	18.9	16.5	15.7	10.5	10.4	1/	1/
July.....		19.3		16.1		9.2		1/
August.....		19.4		16.6		9.5		1/
September.....		20.1		15.4		9.4		1/
October.....		19.5		17.2		12.4		1/
November.....		19.4		15.8		10.7		1/
December.....		19.2		17.1		10.8		1/
January.....		19.3		16.7		12.6		1/
February.....		19.1		16.6		10.5		1/
March.....		19.1		15.9		12.5		1/

1/ Not available.

Table 5.--Fluid whole milk and fluid skim milk: Percentage of families buying, U. S., 4-week periods


Period	Any fluid milk		Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Percent	Percent	Percent	Percent	Percent	Percent
April.....	81.8	82.6	79.8	81.0	19.4	18.7
May.....	82.8	80.9	80.9	79.5	19.2	18.0
June.....	82.0	81.6	80.4	80.1	20.0	19.4
July.....		81.1		79.8		19.3
August.....		81.9		80.5		19.8
September.....		81.4		80.0		19.2
October.....		82.9		81.4		17.9
November.....		82.7		81.3		18.2
December.....		82.6		81.1		16.7
January.....		81.8		80.2		18.9
February.....		83.2		82.0		18.7
March.....		81.9		80.3		19.6

Table 6.--Fluid whole milk and fluid skim milk: Household purchases per capita in quart equivalent, U. S., 4-week periods

Period	Total		Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
April.....	7.11	6.97	6.69	6.62	0.42	0.35
May.....	7.15	7.07	6.74	6.74	.41	0.34
June.....	6.96	6.90	6.55	6.54	.41	0.35
July.....		6.65		6.31		0.35
August.....		6.79		6.42		0.37
September.....		7.19		6.80		0.39
October.....		7.31		6.94		0.37
November.....		7.31		6.97		0.34
December.....		7.31		6.98		0.33
January.....		7.35		7.01		0.34
February.....		7.36		6.99		0.37
March.....		7.34		6.96		0.38

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